

2006 REGIONAL TOOLKIT



AGB Nielsen
Media Research

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TERMS & DEFINITIONS

- **Universe Estimate**
The estimated population against which media audiences are calculated.
- **Minimum Sample Size**
Minimum expected panel size of the reporting panel for a defined demographic within a defined geographic area based on Universe Estimates. The reporting panel is 90% of the full panel.
- **Households Using Television (HUT)**
The number of Households with at least one television set switched on.
- **Rating**
The number of homes (or people) tuned to a particular station at a particular time. Usually expressed as a percentage.
- **Target Audience Rating Point (TARP)**
The average viewing audience for a demographic, usually expressed as a percentage.
- **Share**
The average viewing audience for a specific program or station, expressed as a percentage of the total TV viewing audience.

TERMS & DEFINITIONS

- **Reach**

The number or percentage of different people who have seen 'x' minute(s) of a program or timeband.

Industry standard bases Program Reach on 5 consecutive minutes viewed.

- **Effective Frequency**

The number of exposures (1+, 2+, 3+ etc) deemed necessary for an advertising message to produce an effect

(i.e.. For the target market to take the desired action, or for the ad to cause the desired response)

- **Effective Reach**

The number or percentage of the target audience who are reached at, or above, the Effective Frequency level.

Eg. If the Effective Frequency is set at 3 and 55% of the target have seen the advertising campaign 3 or more times then the Effective Reach is 55%.

2006 SURVEY CALENDAR SUMMARY

Survey	Weeks Surveyed	Survey Commences (Sun)	Survey Concludes (Sat)
Summer	Weeks 1 – 6	1 January 2006	11 February 2006
Survey 1	Weeks 7 – 10	12 February 2006	11 March 2006
Survey 2	Weeks 11 – 14	12 March 2006	8 April 2006
Easter	Weeks 15 – 16	9 April 2006	22 April 2006
Survey 3	Weeks 17 – 20	23 April 2006	20 May 2006
Survey 4	Weeks 21 – 24	21 May 2006	17 June 2006
Survey 5	Weeks 25 – 28	18 June 2006	15 July 2006
Survey 6	Weeks 29 – 32	16 July 2006	12 August 2006
Survey 7	Weeks 33 – 36	13 August 2006	9 September 2006
Survey 8	Weeks 37 – 40	10 September 2006	7 October 2006
Survey 9	Weeks 41 – 44	8 October 2006	4 November 2006
Survey 10	Weeks 45 – 48	5 November 2006	2 December 2006
Summer	Weeks 49 - 52	3 December 2006	30 December 2006

The full Survey Calendar can be downloaded at:

<http://www.agbnielsen.net/whereweare/countries/australia/australia.asp?lang=english>

2006 UNIVERSE ESTIMATES

	Homes (000's)	Total People (000's)	Number of Homes Installed
Total Queensland (AM-A)	619	1523	535
Cairns	90	215	80
Townsville	77	202	70
Mackay	57	147	70
Rockhampton	76	197	70
Maryborough	223	516	165
Toowoomba	96	246	80
Total Northern NSW (AM-B)	768	1907	475
Northern Rivers	358	857	220
Newcastle	278	719	175
Tamworth/Taree	132	331	80
Total Southern NSW (AM-C)	504	1333	380
Canberra	165	448	123
Wollongong	189	489	139
Orange/Dubbo/Wagga	150	396	118
Total Victoria (AM-D)	421	1094	435
Bendigo	87	223	88
Shepparton	66	170	69
Albury	67	178	68
Gippsland	75	196	83
Ballarat	124	327	127
Total Tasmania	193	491	190
Hobart	97	247	95
Launceston	96	244	95

2006 UNIVERSE ESTIMATES

	QLD (AM-A) 000s	NNSW (AM-B) 000s	SNSW (AM-C) 000s	VIC (AM-D) 000s	TAS 000s	TOTAL REG 000s
Total Households	619.0	768.0	504.0	421.0	193.0	2,505.0
Total Individuals	1,523.0	1,907.0	1,333.0	1,094.0	491.0	6,348.0
Children 0-4	94.4	106.6	80.4	64.2	29.1	374.7
Children 5-12	173.0	203.3	145.2	122.0	53.2	696.7
Children 13-17	111.2	132.4	94.0	79.4	34.5	451.5
People 16+	1,187.8	1,516.7	1,050.8	859.8	387.8	5,002.9
People 16-39	480.7	567.0	420.1	316.4	147.6	1,931.8
People 16-54	808.2	972.5	705.0	552.9	256.3	3,294.9
People 25+	1,001.6	1,296.5	885.5	735.3	328.2	4,247.1
People 25-54	622.0	752.3	539.7	428.4	196.7	2,539.1
People 40+	707.1	949.7	630.7	543.4	240.2	3,071.1
Grocery Buyers	619.0	768.0	504.0	421.0	193.0	2,505.0
Grocery Buyers Working	324.9	353.1	264.0	211.4	93.9	1,247.3
Grocery Buyers Not Working	294.1	414.9	240.0	209.6	99.1	1,257.7
Grocery Buyers Under 40	196.2	208.2	144.8	111.0	51.0	711.2
Grocery Buyers 40+	422.8	559.8	359.2	310.0	142.0	1,793.8
Grocery Buyer No Kids	404.7	524.5	330.3	278.0	129.1	1,666.6
Grocery Buyer Kids	214.3	243.5	173.7	143.0	63.9	838.4
Grocery Buyers Children 0-12	164.3	184.7	134.0	104.2	49.8	637.0
Grocery Buyers Children 0-17	214.3	243.5	173.7	143.0	63.9	838.4
Grocery Buyers Children 5-12	117.7	135.0	100.5	79.9	36.9	470.0
Grocery Buyers Children 5-17	169.7	197.2	141.7	119.6	51.7	679.9

2006 UNIVERSE ESTIMATES

	QLD (AM-A) 000s	NNSW (AM-B) 000s	SNSW (AM-C) 000s	VIC (AM-D) 000s	TAS 000s	TOTAL REG 000s
Men 16+	592.8	742.5	519.3	423.0	189.2	2,466.8
Men 16-24	96.3	113.2	85.2	64.0	30.5	389.2
Men 16-39	243.4	285.0	213.3	159.5	73.4	974.6
Men 16-54	406.5	484.6	355.0	276.8	126.8	1,649.7
Men 18+	570.6	715.9	500.3	406.8	182.2	2,375.8
Men 18-24	74.1	86.6	66.2	47.8	23.5	298.2
Men 25+	496.5	629.3	434.1	359.0	158.7	2,077.6
Men 25-39	147.1	171.8	128.1	95.5	42.9	585.4
Men 25-54	310.2	371.4	269.8	212.8	96.3	1,260.5
Men 40+	349.4	457.5	306.0	263.5	115.8	1,492.2
Men 40-54	163.1	199.6	141.7	117.3	53.4	675.1
Men 55+	186.3	257.9	164.3	146.2	62.4	817.1
Women 16+	595.0	774.2	531.5	436.8	198.6	2,536.1
Women 16-24	89.9	107.0	80.1	60.5	29.1	366.6
Women 16-39	237.3	282.0	206.8	156.9	74.2	957.2
Women 16-54	401.7	487.9	350.0	276.1	129.5	1,645.2
Women 18+	573.8	748.8	513.1	421.6	192.0	2,449.3
Women 18-24	68.7	81.6	61.7	45.3	22.5	279.8
Women 25+	505.1	667.2	451.4	376.3	169.5	2,169.5
Women 25-39	147.4	175.0	126.7	96.4	45.1	590.6
Women 25-54	311.8	380.9	269.9	215.6	100.4	1,278.6
Women 40+	357.7	492.2	324.7	279.9	124.4	1,578.9
Women 40-54	164.4	205.9	143.2	119.2	55.3	688.0
Women 55+	193.3	286.3	181.5	160.7	69.1	890.9

2006 UNIVERSE ESTIMATES

	QLD (AM-A) 000s	NNSW (AM-B) 000s	SNSW (AM-C) 000s	VIC (AM-D) 000s	TAS 000s	TOTAL REG 000s
1 Person Households	141.0	173.9	104.2	92.3	45.8	557.2
2 Person Households	233.5	297.1	184.7	161.4	70.6	947.3
3 Person Households	110.4	123.0	85.5	68.8	32.1	419.8
4 Person Households	89.8	114.3	77.2	56.1	24.8	362.2
5+ Person Households	44.3	59.7	52.4	42.4	19.7	218.5
1 TV Households	229.1	242.6	151.2	126.4	48.3	797.6
2 TVs Households	251.9	303.8	201.6	168.2	77.2	1,002.7
3+ TVs Households	138.0	221.6	151.2	126.4	67.5	704.7

2006 UNIVERSE ESTIMATES

TOTAL QUEENSLAND							
	CAIRNS 000s	TOWNSVILLE 000s	MACKAY 000s	ROCKHAMPTON 000s	MARYBOROUGH 000s	TOOWOOMBA 000s	TOTAL 000s
Total Households	90.0	77.0	57.0	76.0	223.0	96.0	619.0
Total Individuals	215.0	202.0	147.0	197.0	516.0	246.0	1,523.0
Children 0-4	13.7	13.0	9.8	13.2	29.2	15.5	94.4
Children 5-12	24.3	23.3	16.9	24.0	55.2	29.3	173.0
Children 13-17	15.3	15.4	10.8	15.1	35.5	19.1	111.2
People 16+	167.7	156.5	113.7	150.5	409.9	189.5	1,187.8
People 16-39	72.7	74.5	48.6	65.0	142.5	77.4	480.7
People 16-54	121.4	115.7	82.2	107.9	253.8	127.2	808.2
People 25+	141.3	126.9	95.8	124.5	355.4	157.7	1,001.6
People 25-54	95.0	86.1	64.3	81.9	199.3	95.4	622.0
People 40+	95.0	82.0	65.1	85.5	267.4	112.1	707.1
Grocery Buyers	90.0	77.0	57.0	76.0	223.0	96.0	619.0
Grocery Buyers Working	53.7	44.9	31.5	40.4	107.0	47.4	324.9
Grocery Buyers Not Working	36.3	32.1	25.5	35.6	116.0	48.6	294.1
Grocery Buyers Under 40	31.2	28.7	19.5	26.3	60.9	29.6	196.2
Grocery Buyers 40+	58.8	48.3	37.5	49.7	162.1	66.4	422.8
Grocery Buyer No Kids	58.6	49.2	35.5	46.8	156.0	58.6	404.7
Grocery Buyer Kids	31.4	27.8	21.5	29.2	67.0	37.4	214.3
Grocery Buyers Children 0-12	23.2	22.7	16.0	23.0	49.7	29.7	164.3
Grocery Buyers Children 0-17	31.4	27.8	21.5	29.2	67.0	37.4	214.3
Grocery Buyers Children 5-12	16.5	16.2	11.1	16.7	35.5	21.7	117.7
Grocery Buyers Children 5-17	25.0	21.1	16.6	23.7	53.4	29.9	169.7

2006 UNIVERSE ESTIMATES

TOTAL QUEENSLAND							
	CAIRNS 000s	TOWNSVILLE 000s	MACKAY 000s	ROCKHAMPTON 000s	MARYBOROUGH 000s	TOOWOOMBA 000s	TOTAL 000s
Men 16+	84.7	79.4	58.6	76.3	200.5	84.7	592.8
Men 16-24	13.4	15.5	9.5	13.5	28.2	13.4	96.3
Men 16-39	36.6	38.6	25.2	33.0	71.0	36.6	243.4
Men 16-54	61.3	59.4	42.6	54.8	124.8	61.3	406.5
Men 18+	81.7	76.2	56.4	73.3	193.3	81.7	570.6
Men 18-24	10.4	12.3	7.3	10.5	21.0	10.4	74.1
Men 25+	71.3	63.9	49.1	62.8	172.3	71.3	496.5
Men 25-39	23.2	23.1	15.7	19.5	42.8	23.2	147.1
Men 25-54	47.9	43.9	33.1	41.3	96.6	47.9	310.2
Men 40+	48.1	40.8	33.4	43.3	129.5	48.1	349.4
Men 40-54	24.7	20.8	17.4	21.8	53.8	24.7	163.1
Men 55+	23.4	20.0	16.0	21.5	75.7	23.4	186.3
Women 16+	83.0	77.1	55.1	74.2	209.4	83.0	595.0
Women 16-24	13.0	14.1	8.4	12.5	26.3	13.0	89.9
Women 16-39	36.1	35.9	23.4	32.0	71.5	36.1	237.3
Women 16-54	60.1	56.3	39.6	53.1	129.0	60.1	401.7
Women 18+	80.0	74.1	53.1	71.4	202.8	80.0	573.8
Women 18-24	10.0	11.1	6.4	9.7	19.7	10.0	68.7
Women 25+	70.0	63.0	46.7	61.7	183.1	70.0	505.1
Women 25-39	23.1	21.8	15.0	19.5	45.2	23.1	147.4
Women 25-54	47.1	42.2	31.2	40.6	102.7	47.1	311.8
Women 40+	46.9	41.2	31.7	42.2	137.9	46.9	357.7
Women 40-54	24.0	20.4	16.2	21.1	57.5	24.0	164.4
Women 55+	22.9	20.8	15.5	21.1	80.4	22.9	193.3

2006 UNIVERSE ESTIMATES

TOTAL QUEENSLAND							
	CAIRNS 000s	TOWNSVILLE 000s	MACKAY 000s	ROCKHAMPTON 000s	MARYBOROUGH 000s	TOOWOOMBA 000s	TOTAL 000s
1 Person Households	20.3	16.7	12.3	17.1	51.1	23.5	141.0
2 Person Households	34.6	26.0	19.8	26.1	94.7	32.3	233.5
3 Person Households	18.2	13.9	10.2	12.7	38.7	16.7	110.4
4 Person Households	13.7	11.7	9.2	11.4	33.1	10.7	89.8
5+ Person Households	3.2	8.7	5.5	8.7	5.4	12.8	44.3
1 TV Households	34.2	29.3	21.7	28.9	78.5	36.5	229.1
2 TVs Households	36.9	31.6	23.4	31.2	89.4	39.4	251.9
3+ TVs Households	18.9	16.1	11.9	15.9	55.1	20.1	138.0

2006 UNIVERSE ESTIMATES

TOTAL NORTHERN NSW				
	NORTHERN RIVERS 000s	TAMWORTH/TAREE 000s	NEWCASTLE 000s	Total 000s
Total Households	358.0	132.0	278.0	768.0
Total Individuals	857.0	331.0	719.0	1,907.0
Children 0-4	45.8	18.0	42.8	106.6
Children 5-12	88.8	35.7	78.8	203.3
Children 13-17	58.3	23.7	50.4	132.4
People 16+	687.3	262.6	566.8	1,516.7
People 16-39	257.2	87.9	221.9	567.0
People 16-54	444.3	156.5	371.7	972.5
People 25+	588.3	227.3	480.9	1,296.5
People 25-54	345.3	121.2	285.8	752.3
People 40+	430.1	174.7	344.9	949.7
Grocery Buyers	358.0	132.0	278.0	768.0
Grocery Buyers Working	175.9	54.6	122.6	353.1
Grocery Buyers Not Working	182.1	77.4	155.4	414.9
Grocery Buyers Under 40	99.2	31.4	77.6	208.2
Grocery Buyers 40+	258.8	100.6	200.4	559.8
Grocery Buyer No Kids	251.4	88.3	184.8	524.5
Grocery Buyer Kids	106.6	43.7	93.2	243.5
Grocery Buyers Children 0-12	78.5	32.9	73.3	184.7
Grocery Buyers Children 0-17	106.6	43.7	93.2	243.5
Grocery Buyers Children 5-12	52.9	24.4	57.7	135.0
Grocery Buyers Children 5-17	82.1	36.3	78.8	197.2

2006 UNIVERSE ESTIMATES

TOTAL NORTHERN NSW				
	NORTHERN RIVERS 000s	TAMWORTH/TAREE 000s	NEWCASTLE 000s	Total 000s
Men 16+	336.8	128.6	277.1	742.5
Men 16-24	51.2	18.2	43.8	113.2
Men 16-39	129.0	44.3	111.7	285.0
Men 16-54	220.2	78.2	186.2	484.6
Men 18+	324.8	124.0	267.1	715.9
Men 18-24	39.2	13.6	33.8	86.6
Men 25+	285.6	110.4	233.3	629.3
Men 25-39	77.8	26.1	67.9	171.8
Men 25-54	169.0	60.0	142.4	371.4
Men 40+	207.8	84.3	165.4	457.5
Men 40-54	91.2	33.9	74.5	199.6
Men 55+	116.6	50.4	90.9	257.9
Women 16+	350.5	134.0	289.7	774.2
Women 16-24	47.8	17.1	42.1	107.0
Women 16-39	128.2	43.6	110.2	282.0
Women 16-54	224.1	78.3	185.5	487.9
Women 18+	339.3	129.6	279.9	748.8
Women 18-24	36.6	12.7	32.3	81.6
Women 25+	302.7	116.9	247.6	667.2
Women 25-39	80.4	26.5	68.1	175.0
Women 25-54	176.3	61.2	143.4	380.9
Women 40+	222.3	90.4	179.5	492.2
Women 40-54	95.9	34.7	75.3	205.9
Women 55+	126.4	55.7	104.2	286.3

2006 UNIVERSE ESTIMATES

TOTAL NORTHERN NSW				
	NORTHERN RIVERS 000s	TAMWORTH/TAREE 000s	NEWCASTLE 000s	Total 000s
1 Person Households	82.3	30.6	61.0	173.9
2 Person Households	143.9	53.5	99.7	297.1
3 Person Households	61.2	17.8	44.0	123.0
4 Person Households	57.6	14.4	42.3	114.3
5+ Person Households	13.0	15.7	31.0	59.7
1 TV Households	112.6	41.0	89.0	242.6
2 TVs Households	141.5	52.8	109.5	303.8
3+ TVs Households	103.9	38.2	79.5	221.6

2006 UNIVERSE ESTIMATES

TOTAL SOUTHERN NSW				
	CANBERRA 000s	ORANGE DUBBO WAGGA 000s	WOLLONGONG 000s	Total 000s
Total Households	165.0	150.0	189.0	504.0
Total Individuals	448.0	396.0	489.0	1,333.0
Children 0-4	27.4	25.4	27.6	80.4
Children 5-12	46.5	45.8	52.9	145.2
Children 13-17	30.9	29.6	33.5	94.0
People 16+	355.8	307.0	388.0	1,050.8
People 16-39	160.0	119.2	140.9	420.1
People 16-54	258.3	202.5	244.2	705.0
People 25+	293.7	258.9	332.9	885.5
People 25-54	196.2	154.4	189.1	539.7
People 40+	195.8	187.8	247.1	630.7
Grocery Buyers	165.0	150.0	189.0	504.0
Grocery Buyers Working	102.5	80.0	81.5	264.0
Grocery Buyers Not Working	62.5	70.0	107.5	240.0
Grocery Buyers Under 40	55.2	42.4	47.2	144.8
Grocery Buyers 40+	109.8	107.6	141.8	359.2
Grocery Buyer No Kids	108.3	97.6	124.4	330.3
Grocery Buyer Kids	56.7	52.4	64.6	173.7
Grocery Buyers Children 0-12	43.0	41.5	49.5	134.0
Grocery Buyers Children 0-17	56.7	52.4	64.6	173.7
Grocery Buyers Children 5-12	31.4	32.3	36.8	100.5
Grocery Buyers Children 5-17	45.7	43.6	52.4	141.7

2006 UNIVERSE ESTIMATES

TOTAL SOUTHERN NSW				
	CANBERRA 000s	ORANGE DUBBO WAGGA 000s	WOLLONGONG 000s	Total 000s
Men 16+	175.9	152.1	191.3	519.3
Men 16-24	32.2	24.7	28.3	85.2
Men 16-39	81.4	60.6	71.3	213.3
Men 16-54	129.5	102.8	122.7	355.0
Men 18+	169.5	146.1	184.7	500.3
Men 18-24	25.8	18.7	21.7	66.2
Men 25+	143.7	127.4	163.0	434.1
Men 25-39	49.2	35.9	43.0	128.1
Men 25-54	97.3	78.1	94.4	269.8
Men 40+	94.5	91.5	120.0	306.0
Men 40-54	48.1	42.2	51.4	141.7
Men 55+	46.4	49.3	68.6	164.3
Women 16+	179.9	154.9	196.7	531.5
Women 16-24	29.9	23.4	26.8	80.1
Women 16-39	78.6	58.6	69.6	206.8
Women 16-54	128.8	99.7	121.5	350.0
Women 18+	173.7	149.1	190.3	513.1
Women 18-24	23.7	17.6	20.4	61.7
Women 25+	150.0	131.5	169.9	451.4
Women 25-39	48.7	35.2	42.8	126.7
Women 25-54	98.9	76.3	94.7	269.9
Women 40+	101.3	96.3	127.1	324.7
Women 40-54	50.2	41.1	51.9	143.2
Women 55+	51.1	55.2	75.2	181.5

2006 UNIVERSE ESTIMATES

TOTAL SOUTHERN NSW				
	CANBERRA 000s	ORANGE DUBBO WAGGA 000s	WOLLONGONG 000s	Total 000s
1 Person Households	34.6	31.1	38.5	104.2
2 Person Households	57.2	55.6	71.9	184.7
3 Person Households	28.6	24.2	32.7	85.5
4 Person Households	28.8	20.9	27.5	77.2
5+ Person Households	15.8	18.2	18.4	52.4
1 TV Households	49.5	45.0	56.7	151.2
2 TVs Households	66.0	60.0	75.6	201.6
3+ TVs Households	49.5	45.0	56.7	151.2

2006 UNIVERSE ESTIMATES

TOTAL VICTORIA						
	ALBURY 000s	SHEPPARTON 000s	BENDIGO 000s	BALLARAT 000s	GIPPSLAND 000s	TOTAL 000s
Total Households	69.0	66.0	87.0	124.0	75.0	421.0
Total Individuals	178.0	170.0	223.0	327.0	196.0	1,094.0
Children 0-4	10.7	10.1	13.0	19.2	11.2	64.2
Children 5-12	20.1	19.0	24.5	37.0	21.4	122.0
Children 13-17	13.2	12.1	15.7	23.9	14.5	79.4
People 16+	139.4	133.4	176.0	256.3	154.7	859.8
People 16-39	52.9	48.6	63.8	95.6	55.5	316.4
People 16-54	91.1	85.4	111.8	166.7	97.9	552.9
People 25+	118.3	115.4	150.5	218.6	132.5	735.3
People 25-54	70.0	67.4	86.3	129.0	75.7	428.4
People 40+	86.5	84.8	112.2	160.7	99.2	543.4
Grocery Buyers	69.0	66.0	87.0	124.0	75.0	421.0
Grocery Buyers Working	36.4	31.5	42.7	63.8	37.0	211.4
Grocery Buyers Not Working	32.6	34.5	44.3	60.2	38.0	209.6
Grocery Buyers Under 40	18.9	17.1	21.9	34.3	18.8	111.0
Grocery Buyers 40+	50.1	48.9	65.1	89.7	56.2	310.0
Grocery Buyer No Kids	45.8	44.1	57.6	79.8	50.7	278.0
Grocery Buyer Kids	23.2	21.9	29.4	44.2	24.3	143.0
Grocery Buyers Children 0-12	16.7	16.0	21.8	32.2	17.5	104.2
Grocery Buyers Children 0-17	23.2	21.9	29.4	44.2	24.3	143.0
Grocery Buyers Children 5-12	12.9	12.4	16.6	24.2	13.8	79.9
Grocery Buyers Children 5-17	19.6	18.5	24.3	36.4	20.8	119.6

2006 UNIVERSE ESTIMATES

TOTAL VICTORIA						
	ALBURY 000s	SHEPPARTON 000s	BENDIGO 000s	BALLARAT 000s	GIPPSLAND 000s	TOTAL 000s
Men 16+	68.7	66.4	86.0	125.7	76.2	423.0
Men 16-24	10.9	9.4	12.9	19.5	11.3	64.0
Men 16-39	26.9	24.7	32.0	48.2	27.7	159.5
Men 16-54	45.8	43.1	55.6	83.6	48.7	276.8
Men 18+	65.9	64.0	82.8	120.9	73.2	406.8
Men 18-24	8.1	7.0	9.7	14.7	8.3	47.8
Men 25+	57.8	57.0	73.1	106.2	64.9	359.0
Men 25-39	16.0	15.3	19.1	28.7	16.4	95.5
Men 25-54	34.9	33.7	42.7	64.1	37.4	212.8
Men 40+	41.8	41.7	54.0	77.5	48.5	263.5
Men 40-54	18.9	18.4	23.6	35.4	21.0	117.3
Men 55+	22.9	23.3	30.4	42.1	27.5	146.2
Women 16+	70.7	67.0	90.0	130.6	78.5	436.8
Women 16-24	10.2	8.6	12.6	18.2	10.9	60.5
Women 16-39	26.0	23.9	31.8	47.4	27.8	156.9
Women 16-54	45.3	42.3	56.2	83.1	49.2	276.1
Women 18+	68.1	64.8	87.0	126.0	75.7	421.6
Women 18-24	7.6	6.4	9.6	13.6	8.1	45.3
Women 25+	60.5	58.4	77.4	112.4	67.6	376.3
Women 25-39	15.8	15.3	19.2	29.2	16.9	96.4
Women 25-54	35.1	33.7	43.6	64.9	38.3	215.6
Women 40+	44.7	43.1	58.2	83.2	50.7	279.9
Women 40-54	19.3	18.4	24.4	35.7	21.4	119.2
Women 55+	25.4	24.7	33.8	47.5	29.3	160.7

2006 UNIVERSE ESTIMATES

TOTAL VICTORIA						
	ALBURY 000s	SHEPPARTON 000s	BENDIGO 000s	BALLARAT 000s	GIPPSLAND 000S	TOTAL 000s
1 Person Households	15.5	15.0	20.8	23.8	17.2	92.3
2 Person Households	26.3	25.2	32.9	48.3	28.7	161.4
3 Person Households	10.8	11.4	13.8	21.1	11.7	68.8
4 Person Households	9.7	8.2	10.8	16.9	10.5	56.1
5+ Person Households	6.7	6.2	8.7	13.9	6.9	42.4
1 TV Households	20.7	19.8	26.1	37.2	22.6	126.4
2 TVs Households	27.6	26.4	34.8	49.6	29.8	168.2
3+ TVs Households	20.7	19.8	26.1	37.2	22.6	126.4

2006 UNIVERSE ESTIMATES

TOTAL TASMANIA			
	LAUNCESTON 000s	HOBART 000s	TOTAL 000s
Total Households	96.0	97.0	193.0
Total Individuals	244.0	247.0	491.0
Children 0-4	14.2	14.9	29.1
Children 5-12	27.1	26.1	53.2
Children 13-17	17.2	17.3	34.5
People 16+	192.1	195.7	387.8
People 16-39	72.1	75.5	147.6
People 16-54	125.4	130.9	256.3
People 25+	163.6	164.6	328.2
People 25-54	96.9	99.8	196.7
People 40+	120.0	120.2	240.2
Grocery Buyers	96.0	97.0	193.0
Grocery Buyers Working	46.3	47.6	93.9
Grocery Buyers Not Working	49.7	49.4	99.1
Grocery Buyers Under 40	25.6	25.4	51.0
Grocery Buyers 40+	70.4	71.6	142.0
Grocery Buyer No Kids	64.3	64.8	129.1
Grocery Buyer Kids	31.7	32.2	63.9
Grocery Buyers Children 0-12	25.1	24.7	49.8
Grocery Buyers Children 0-17	31.7	32.2	63.9
Grocery Buyers Children 5-12	18.9	18.0	36.9
Grocery Buyers Children 5-17	25.9	25.8	51.7

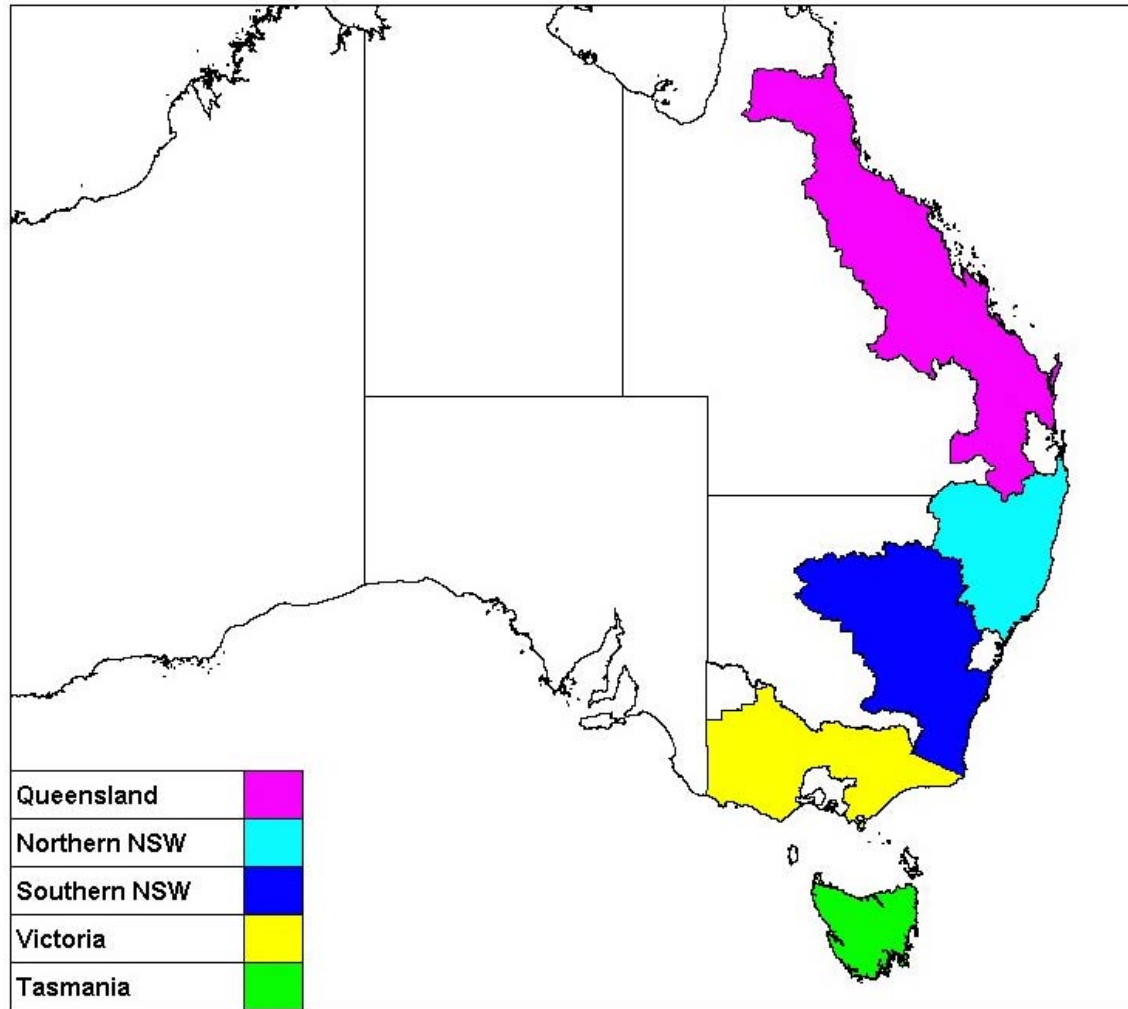
2006 UNIVERSE ESTIMATES

TOTAL TASMANIA			
	LAUNCESTON 000s	HOBART 000s	TOTAL 000s
Men 16+	93.9	95.3	189.2
Men 16-24	14.6	15.9	30.5
Men 16-39	35.9	37.5	73.4
Men 16-54	62.4	64.4	126.8
Men 18+	90.5	91.7	182.2
Men 18-24	11.2	12.3	23.5
Men 25+	79.3	79.4	158.7
Men 25-39	21.3	21.6	42.9
Men 25-54	47.8	48.5	96.3
Men 40+	58.0	57.8	115.8
Men 40-54	26.5	26.9	53.4
Men 55+	31.5	30.9	62.4
Women 16+	98.2	100.4	198.6
Women 16-24	13.9	15.2	29.1
Women 16-39	36.2	38.0	74.2
Women 16-54	63.0	66.5	129.5
Women 18+	95.0	97.0	192.0
Women 18-24	10.7	11.8	22.5
Women 25+	84.3	85.2	169.5
Women 25-39	22.3	22.8	45.1
Women 25-54	49.1	51.3	100.4
Women 40+	62.0	62.4	124.4
Women 40-54	26.8	28.5	55.3
Women 55+	35.2	33.9	69.1

2006 UNIVERSE ESTIMATES

TOTAL TASMANIA			
	LAUNCESTON 000s	HOBART 000s	TOTAL 000s
1 Person Households	23.2	22.6	45.8
2 Person Households	35.2	35.4	70.6
3 Person Households	15.9	16.2	32.1
4 Person Households	11.7	13.1	24.8
5+ Person Households	10.0	9.7	19.7
1 TV Households	24.0	24.3	48.3
2 TVs Households	38.4	38.8	77.2
3+ TVs Households	33.6	33.9	67.5

REGIONAL COVERAGE MAPS



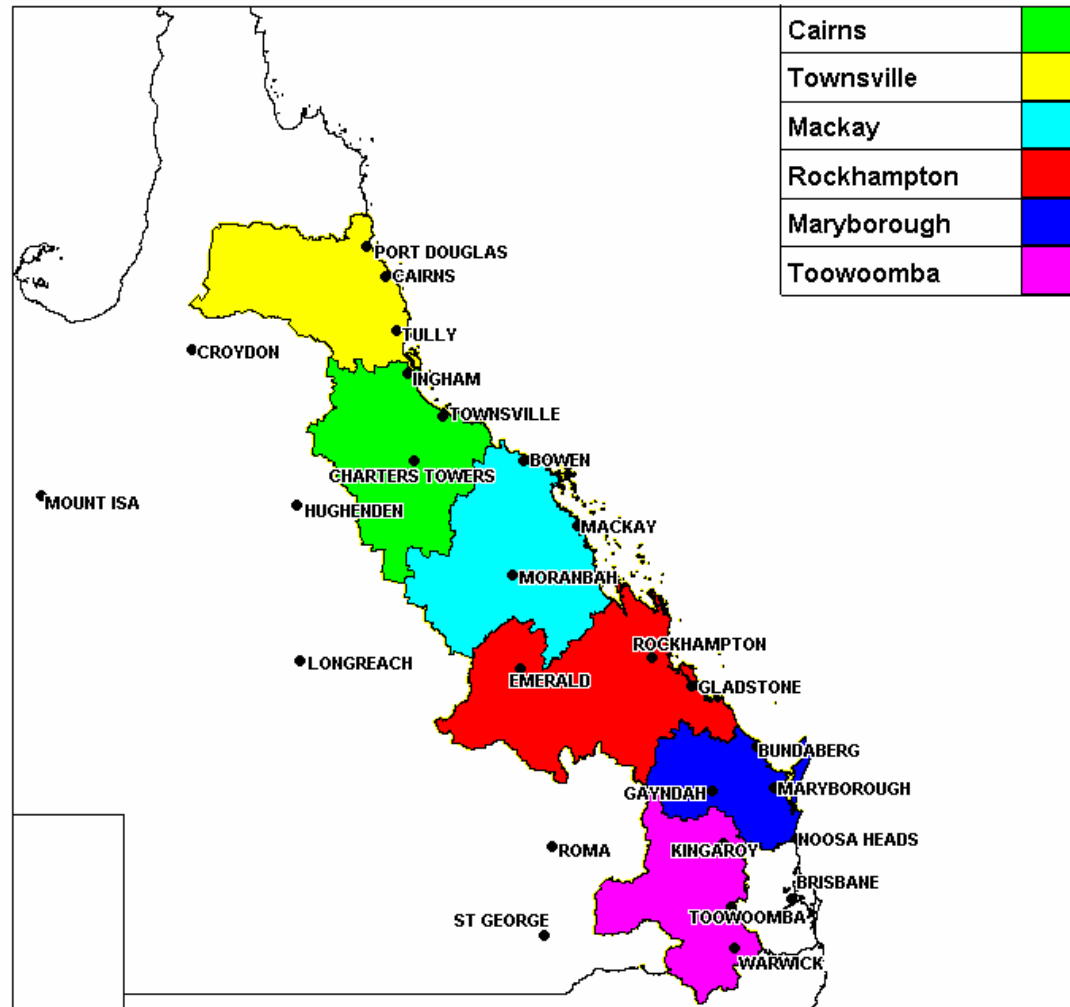
Based on 2001 Statistical Local Area Boundaries

Source: CDATE 2001

Produced by: AGB Nielsen Media Research

© Commonwealth of Australia, 2002

COVERAGE MAP : QUEENSLAND (AM-A)



Based on 2001 Statistical Local Area Boundaries

Source: CDATE 2001

Produced by: AGB Nielsen Media Research

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TV COVERAGE AREA BY POSTCODE

Queensland (AM-A)

Cairns

4849, 4852, 4854-4861, 4865, 4868-4873, 4877-4888

Rockhampton

4674, 4676-4678, 4680, 4694-4695, 4697, 4699-4706, 4709-4720, 4722-4723

Mackay

4707, 4721, 4737-4746, 4750-5751, 4753-4754, 4756-4757, 4798-4800, 4802-4805

Toowoomba

2410, 4350, 4352-4365, 4370-4378, 4380-4385, 4387-4388, 4390, 4400-4405, 4407-4408, 4410-4413, 4415-4416, 4421, 4605-4606, 4608, 4610-4615

Maryborough

4550-4551, 4553-4575, 4580-4581, 4600-4601, 4619-4621, 4625-4627, 4630, 4650, 4655, 4659-4660, 4662, 4670, 4671, 4673

Townsville

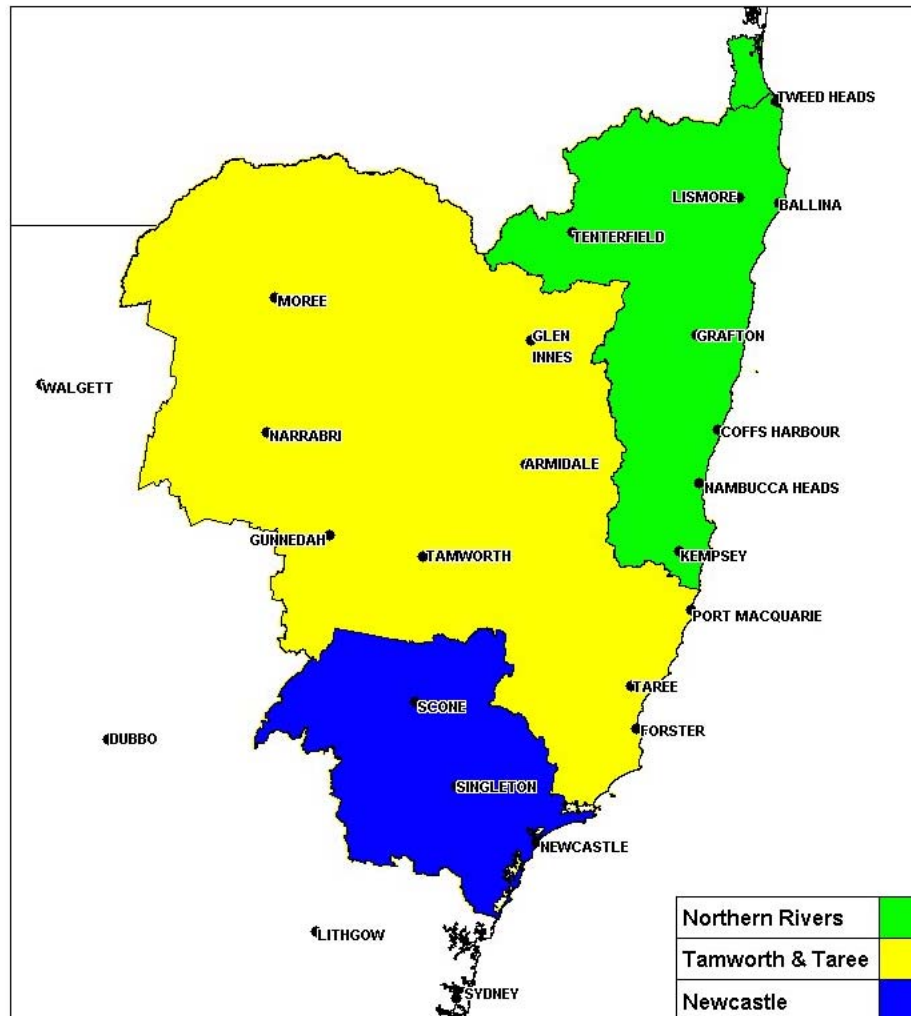
4806-4812, 4814-4820, 4850

Based on 2005 Postcodes

Source: Australia Post

Produced by: AGB Nielsen Media Research

COVERAGE MAP : NORTHERN NSW (AM-B)



Based on 2001 Statistical Local Area Boundaries

Source: CDATE 2001

Produced by: AGB Nielsen Media Research

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TV COVERAGE AREA BY POSTCODE

Northern NSW (AM-B)

Newcastle

2258-2259, 2261-2265, 2267, 2278,
2280-2309, 2311, 2315-2330, 2333-2339,
2415, 2420-2421, 2425

Northern Rivers

2372, 2431, 2440-2441, 2447-2450,
2452-2456, 2460-2466, 2469-2490, 4210-
4221, 4223-4228, 4230

Tamworth

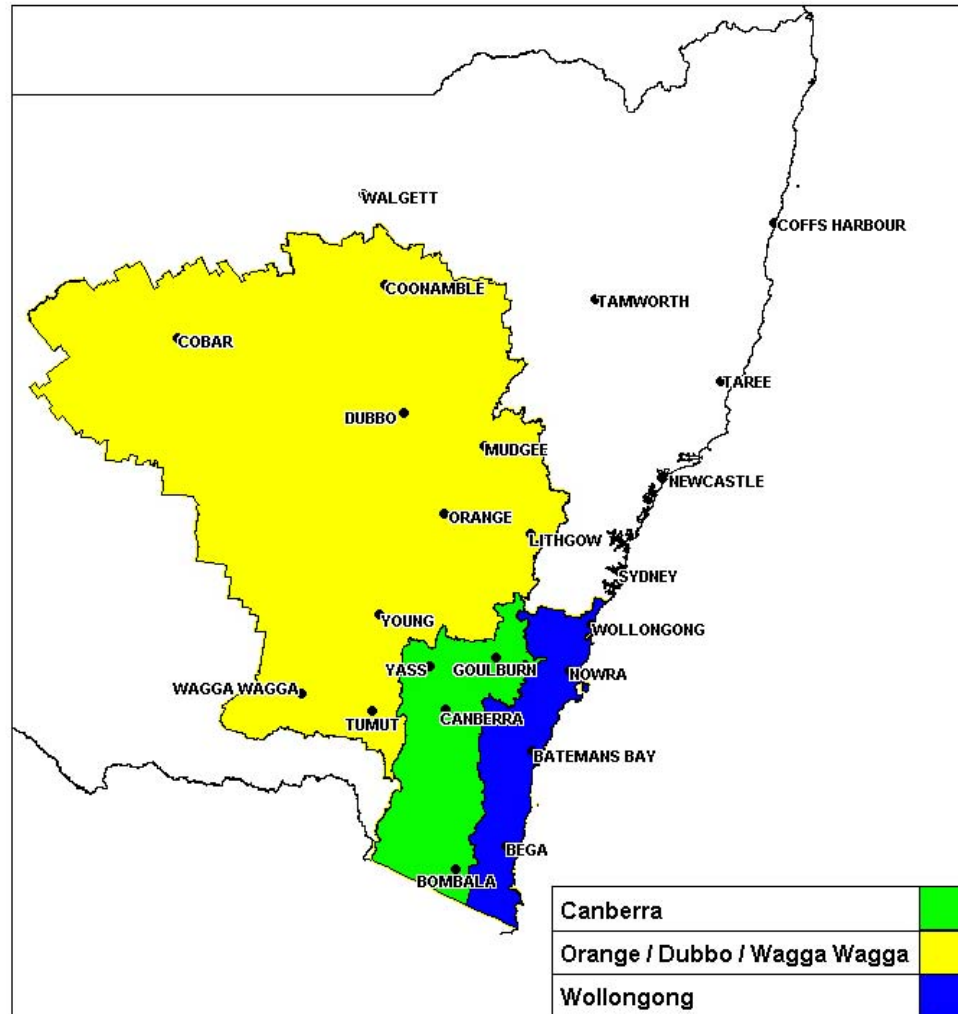
2340-2347, 2350, 2352-2356, 2358-
2361, 2365, 2369-2370, 2380-2383,
2385-2388, 2390-2391, 2394, 2397-
2407, 2409, 2411

Taree

2312, 2422-2424, 2426-2430, 2439,
2443-2446

Based on 2005 Postcodes
Source: Australia Post
Produced by: AGB Nielsen Media Research

COVERAGE MAP : SOUTHERN NSW (AM-C)



Based on 2001 Statistical Local Area Boundaries

Source: CDATE 2001

Produced by: AGB Nielsen Media Research

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TV COVERAGE AREA BY POSTCODE

Southern NSW (AM-C)

Canberra

2580-2584, 2600-2607, 2609, 2611-2612, 2614-2615, 2617-2621, 2623-2633, 2900, 2902-2906, 2911-2914

Wollongong

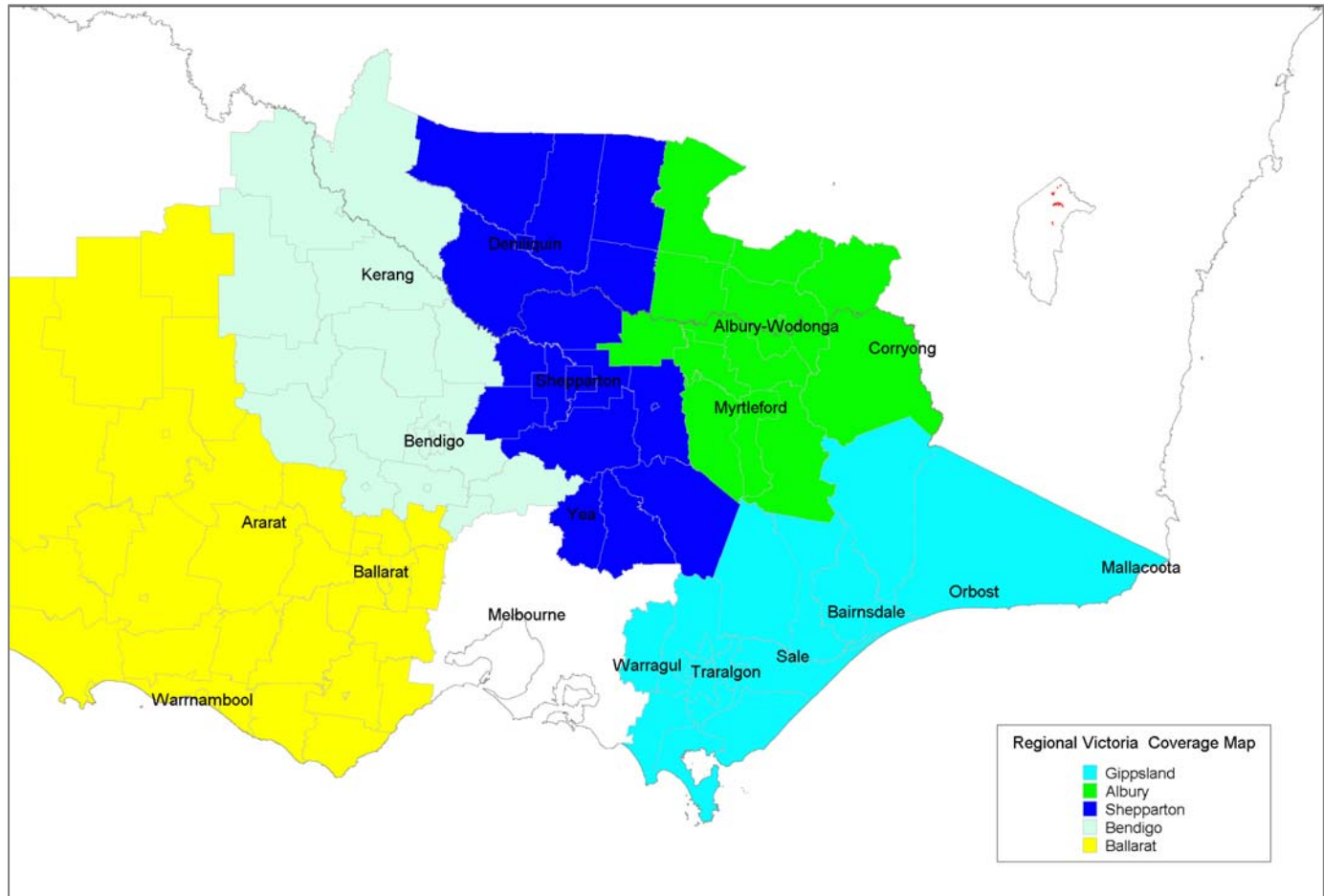
2500, 2502, 2505-2506, 2508-2509, 2515-2519, 2525-2530, 2532-2541, 2545-2551, 2575-2579, 2622

Orange, Dubbo, Wagga

2357, 2379, 2395-2396, 2585-2588, 2590, 2594, 2649-2653, 2655-2656, 2661, 2663, 2665-2666, 2668, 2671, 2682-2684, 2700-2702, 2720-2722, 2725-2727, 2729-2730, 2787, 2790-2795, 2797-2800, 2803-2810, 2820-2821, 2823-2825, 2827-2831, 2835, 2842-2850, 2852, 2864-2871, 2873-2877

Based on 2005 Postcodes
Source: Australia Post
Produced by: AGB Nielsen Media Research

COVERAGE MAP : VICTORIA (AM-D)



Based on 2001 Statistical Local Area Boundaries

Source: CDATE 2001

Produced by: AGB Nielsen Media Research

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TV COVERAGE AREA BY POSTCODE

Victoria (AM-D)

Ballarat

3232-3233, 3236-3239, 3241-3243, 3249-3251, 3254, 3260, 3264-3287, 3289, 3291, 3293-3294, 3300-3305, 3309-3312, 3314-3315, 3317-3319, 3321-3325, 3328-3334, 3341-3342, 3345, 3350-3352, 3354-3357, 3360-3361, 3363-3364, 3370-3371, 3373, 3375, 3377-3381, 3384-3385, 3387-3388, 3390-3393, 3395-3396, 3399-3401, 3407-3409, 3412-3415, 3418-3419, 3422-3424, 3460-3461, 3467-3469, 3480, 3482-3483, 3485, 3487

Bendigo

2715, 2731-2736, 3442, 3444, 3446-3448, 3450-3451, 3453, 3458, 3462-3465, 3472, 3475, 3478, 3515-3518, 3520-3523, 3525, 3527, 3529-3531, 3533, 3536-3537, 3539-3540, 3542, 3544, 3546, 3550-3551, 3555-3558, 3561-3568, 3570-3573, 3575-3576, 3578-3581, 3583-3586, 3588-3591, 3594-3597, 3599

Albury

2640-2647, 2658-2660, 3677-3678, 3682-3683, 3685, 3687-3688, 3690-3691, 3694-3695, 3697-3701, 3704-3705, 3707-3709, 3730, 3732-3733, 3735, 3737-3741, 3744, 3746-3747, 3749

Gippsland

3820, 3822-3825, 3835, 3840, 3842, 3844, 3847, 3850-3851, 3854, 3856-3860, 3862, 3864-3865, 3869-3871, 3873-3875, 3878, 3880, 3882, 3885-3892, 3902-3904, 3909, 3952-3954, 3956-3960, 3962, 3964-3967, 3971, 3996

Shepparton

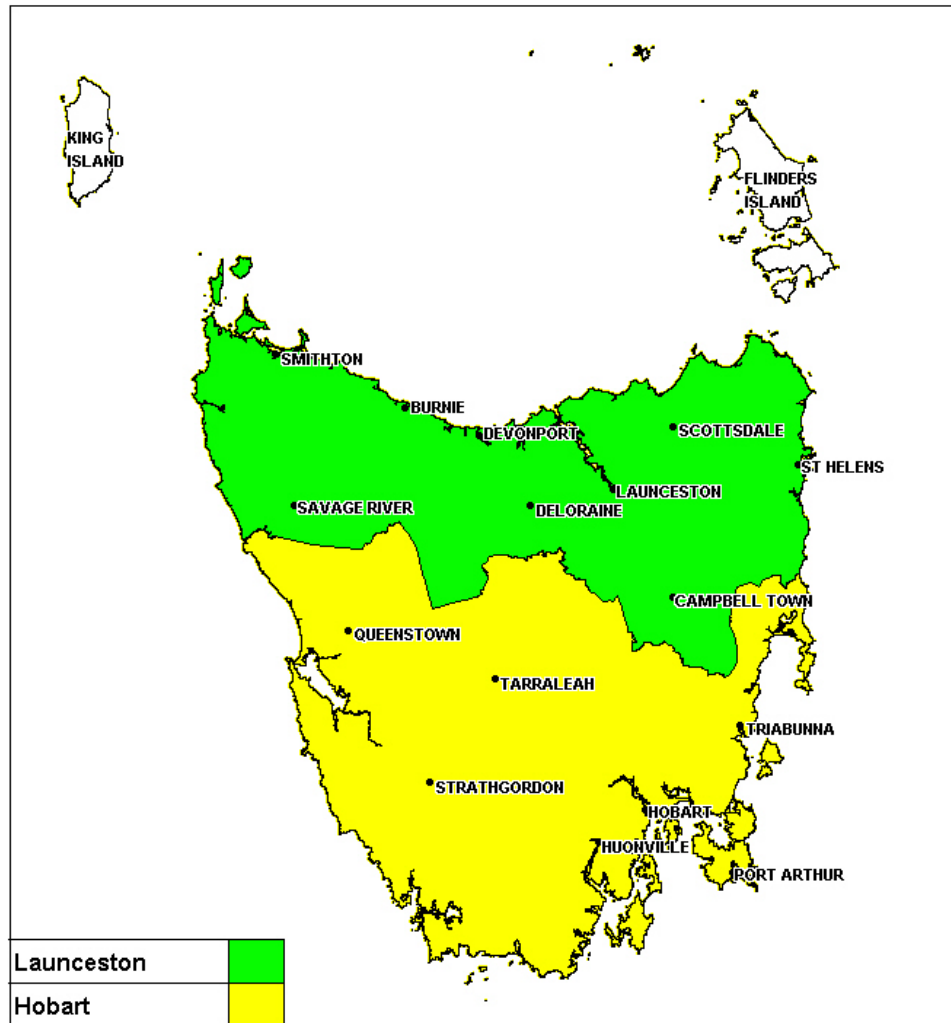
2710, 2712-2714, 2716, 3559, 3607-3608, 3610, 3612-3614, 3616-3618, 3620-3624, 3629-3631, 3633-3641, 3644, 3646, 3648-3649, 3658-3660, 3662-3666, 3669-3670, 3672-3673, 3675, 3711-3715, 3717-3720, 3722-3723, 3725-3728, 3763, 3778-3779

Based on 2005 Postcodes

Source: Australia Post

Produced by: AGB Nielsen Media Research

COVERAGE MAP : TASMANIA



Based on 2001 Statistical Local Area Boundaries

Source: CDATEA 2001

Produced by: AGB Nielsen Media Research

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TV COVERAGE AREA BY POSTCODE

Tasmania

Hobart

7000, 7004-7005, 7007-7012, 7015-7027, 7030, 7050, 7052-7055, 7105, 7109, 7112-7113, 7116-7117, 7119-7120, 7139-7140, 7150, 7155, 7162-7163, 7170-7180, 7182-7187, 7190, 7466-7470

Launceston

7209-7216, 7248-7265, 7267-7268, 7270, 7275-7277, 7290-7292, 7300-7307, 7310, 7315-7316, 7320-7322, 7325, 7330-7331,

Based on 2005 Postcodes
Source: Australia Post
Produced by: AGB Nielsen Media Research

TPSS REPORTING

AGGREGATE DEMOGRAPHICS

1	Households	16	People 0-54	31	People 18-54
2	Total Individuals	17	People 2-9	32	People 25-34
3	People 5+	18	People 5-12	33	People 25-39
4	People 13+	19	People 5-17	34	People 25-44
5	People 16+	20	People 10-15	35	People 25-54
6	People 18+	21	People 10-17	36	People 30-39
7	People 25+	22	People 13-17	37	People 30-49
8	People 30+	23	People 13-24	38	People 35-49
9	People 40+	24	People 16-24	39	People 35-54
10	People 55+	25	People 16-39	40	People 35-64
11	People 65+	26	People 16-54	41	People 40-54
12	People 0-12	27	People 18-24	42	People 40-64
13	People 0-17	28	People 18-29	43	People 50-64
14	People 0-24	29	People 18-39	44	People 55-64
15	People 0-39	30	People 18-49		

NA in Tasmania

TPSS REPORTING

AGGREGATE DEMOGRAPHICS

45	Men 16+	61	Men 25-44	77	Women 16-39
46	Men 18+	62	Men 25-54	78	Women 16-54
47	Men 25+	63	Men 30-49	79	Women 18-29
48	Men 40+	64	Men 35-54	80	Women 18-34
49	Men 55+	65	Men 40-54	81	Women 18-39
50	Men 0-15	66	Men 40-64	82	Women 18-49
51	Men 13-24	67	Men 50-64	83	Women 18-54
52	Men 16-24	68	Women 16+	84	Women 25-39
53	Men 16-39	69	Women 18+	85	Women 25-44
54	Men 16-54	70	Women 25+	86	Women 25-54
55	Men 18-29	71	Women 40+	87	Women 25-54+Child 0-17
56	Men 18-34	72	Women 55+	88	Women 30-49
57	Men 18-39	73	Women 0-15	89	Women 35-54
58	Men 18-49	74	Women 13-24	90	Women 40-54
59	Men 18-54	75	Women 13-29	91	Women 40-64
60	Men 25-39	76	Women 16-24	92	Women 50-64

TPSS REPORTING AGGREGATE DEMOGRAPHICS

93	Grocery Buyer	107	GB Working
94	GB 18+	108	GB Non Working
95	GB 40+	109	Female GB
96	GB 55+	110	Female GB 25-49
97	GB + Children 0-12	111	Occupation AB
98	GB + Children 0-17	112	Occupation AB 35+
99	GB + No Children 0-17	113	Occupation AB 40+
100	GB + 1-2 Children 0-17	114	Occupation AB 25-54
101	GB + Children 5-12	115	Occupation ABC1
102	GB + Children 5-17	116	Occupation C1
103	GB + 18-39/Under 40	117	Occupation C1 16-39
104	GB + 18-54	118	Occupation C2DE
105	GB + 25-54	119	Occupation C2DE 16-39
106	GB + 40-54		

NA in Tasmania

TPSS REPORTING

SUB-MARKETING DEMOGRAPHICS

1	Total Individuals	12	Men 16-39
2	Total Households	13	Men 16-54
3	People 16+	14	Men 25-54
4	People 25+	15	Women 16+
5	People 40+	16	Women 25+
6	People 16-39	17	Women 40+
7	People 16-54	18	Women 16-39
8	People 25-54	19	Women 16-54
9	Men 16+	20	Women 25-54
10	Men 25+	21	Grocery Buyer
11	Men 40+		

REGIONAL SUBSCRIPTION TV CHANNELS

TIMETABLE OF BREAKOUT

Those channels whose viewing data is not shown below as being available are included in the channel group 'Other STV'

Channel	From 28 Dec 2003	From 11 Jul 2004	From 27 Feb 2005	From 19th Jun 2005	From 28th Aug 2005
Adults Only					
Adventure One					
AIR Audio Channels					
Al Jazeera					
Animal Planet	✓	✓	✓	✓	
Arena TV	✓	✓	✓	✓	✓
Arena TV+2* *				✓	✓
Art Arabic					
Aurora Community Channel* *					
Aust Christian Channel					
BBC World					
Biography Channel* *					
Bloomberg Television					
Boomerang					
Box Office* *					
Box Office Adults Only Select* *					
Box Office Main Event* *					
Box Office Preview* *					
Cartoon Network	✓	✓	✓	✓	✓
Club (V)					
CNBC	✓	✓	✓	✓	✓
Comedy Channel	✓	✓	✓	✓	✓
Comedy Channel+2* *				✓	
Country Music Channel					
Crime & Investigation Network* *					
Discovery Channel	✓	✓	✓	✓	
Discovery Health* *					
Discovery Science* *					
Discovery Travel & Adventure* *					
Disney Channel	✓	✓	✓	✓	✓
E!* *				✓	
EPG					
ESPN	✓	✓	✓	✓	✓
Eurosportnews					
EXPO					
Fashion TV					
FOX8	✓	✓	✓	✓	✓
FOX8+2				✓	
FOX Classics* *	✓	✓	✓	✓	✓
FOX Classics+2* *				✓	
FOX Footy Channel*	✓	✓	✓	✓	✓
FOX News					
FOX Sports 1	✓	✓	✓	✓	✓
FOX Sports 2	✓	✓	✓	✓	✓
Fuel* *					

NOTE: Subscription TV data is only available on an aggregate market level.

REGIONAL SUBSCRIPTION TV CHANNELS TIMETABLE OF BREAKOUT

Channel	From 28 Dec 2003	From 11 Jul 2004	From 27 Feb 2005	From 19th Jun 2005	From 28th Aug 2005
Games Channels					
Hallmark	✓	✓	✓	✓	✓
History Channel	✓	✓	✓	✓	✓
History Channel+2* *					
How to Channel* **				✓	
Lebanese Channel					
Lifestyle	✓	✓	✓	✓	✓
Lifestyle Food* *				✓	✓
Lifestyle+2* *				✓	✓
Main Event					
max* *	✓	✓	✓	✓	✓
Movie Extra	✓	✓	✓	✓	
Movie Greats	✓	✓	✓	✓	
Movie One	✓	✓	✓	✓	
Movien One+2* *					
MTV	✓	✓	✓	✓	✓
National Geographic Channel	✓	✓	✓	✓	✓
Nickelodeon	✓	✓	✓	✓	✓
Nick Jnr* *				✓	✓
Ovation	✓	✓	✓	✓	✓
RAI					
Service/Help Station					
Showtime	✓	✓	✓	✓	✓
Showtime 2	✓	✓	✓	✓	✓
Showtime Greats* **	✓	✓	✓	✓	✓
Sky News	✓	✓	✓	✓	✓
Sky Racing					
TCM					
TechTV* *					
TV1	✓	✓	✓	✓	✓
TV1+2* *				✓	✓
TVSN					
UKTV	✓	✓	✓	✓	✓
UKTV+2* *				✓	
VH1			✓	✓	✓
W	✓	✓	✓	✓	✓
Weather Channel					
World Movies					

█ No longer split out as a reported Channel in Regional STV. Channel is grouped under "Other STV".

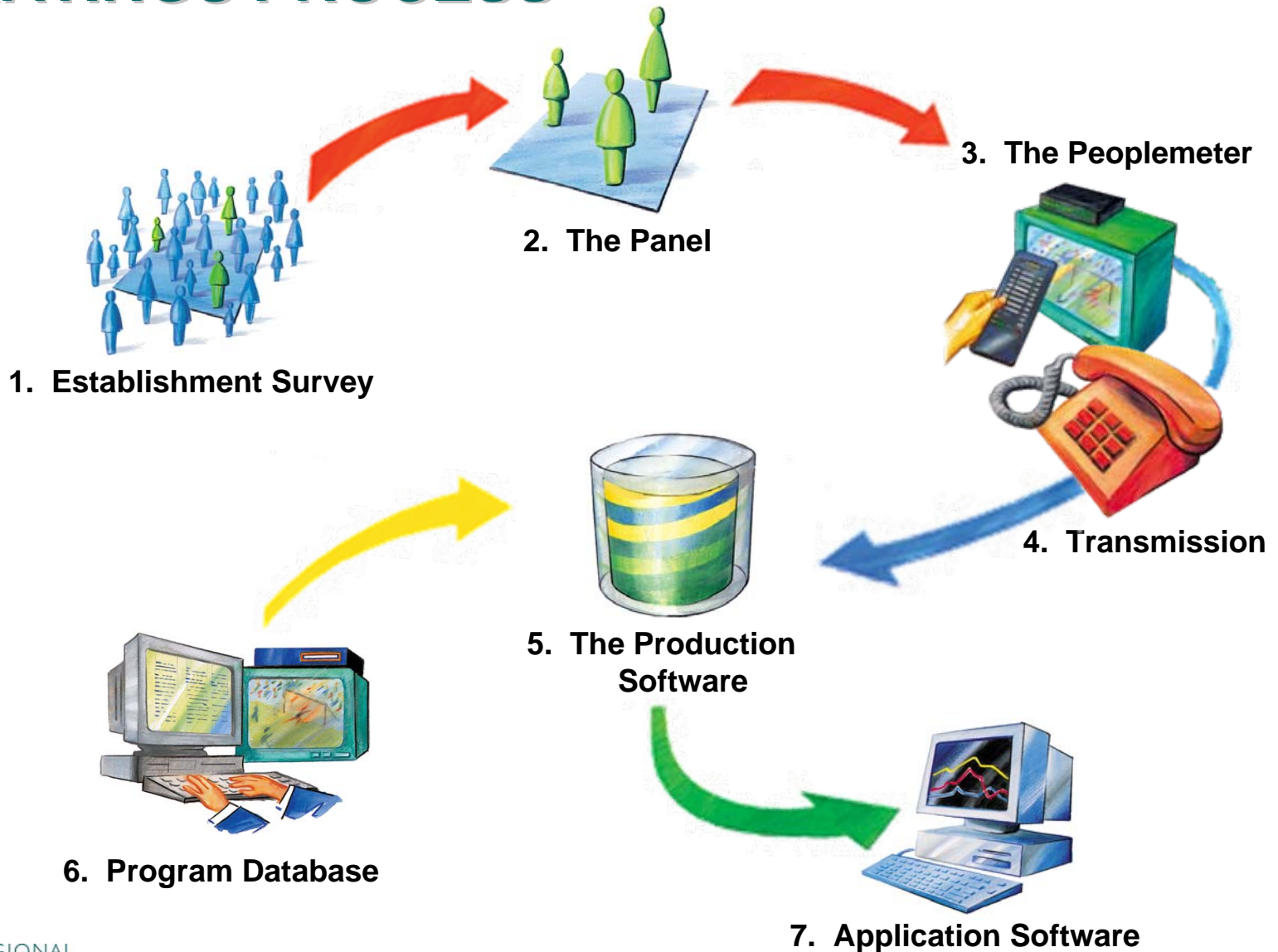
** Only available as part of the Digital package

*** Fox Kids/Classics changed to Fox Classics on Feb 1 2004

*** Encore changed to Showtime Greats on Mar 1 2004

*** musicMAX changed to max on June 1, 2004

AGB NIELSEN MEDIA RESEARCH RATINGS PROCESS



THE RATINGS PROCESS



1. Establishment Survey

A large-scale annual survey conducted to define the population to be represented and its characteristics.

Panel homes are recruited from the respondents.



2. The Panel

Panel homes are selected according to a statistical design using information collected from the Establishment Survey and the ABS, guaranteeing the panel represents the Australian TV audience.



3. The Peplemeter ...

A peplemeter is installed on every TV set in each household.

It records and stores four pieces of information:

- ✓ Time
- ✓ Whether the TV set is on or off
- ✓ Channel tuned
- ✓ Persons viewing

THE RATINGS PROCESS



4. Transmission

Every night, the data stored in the peplemeter is retrieved automatically via telephone using AGB Nielsen Media Research production software.



5. Production Software

“Pollux” performs the collection, processing, validation, weighting and final production of the household data into an individual by individual (unidentified), minute by minute database delivered overnight 365 days of the year.



6. Program Database

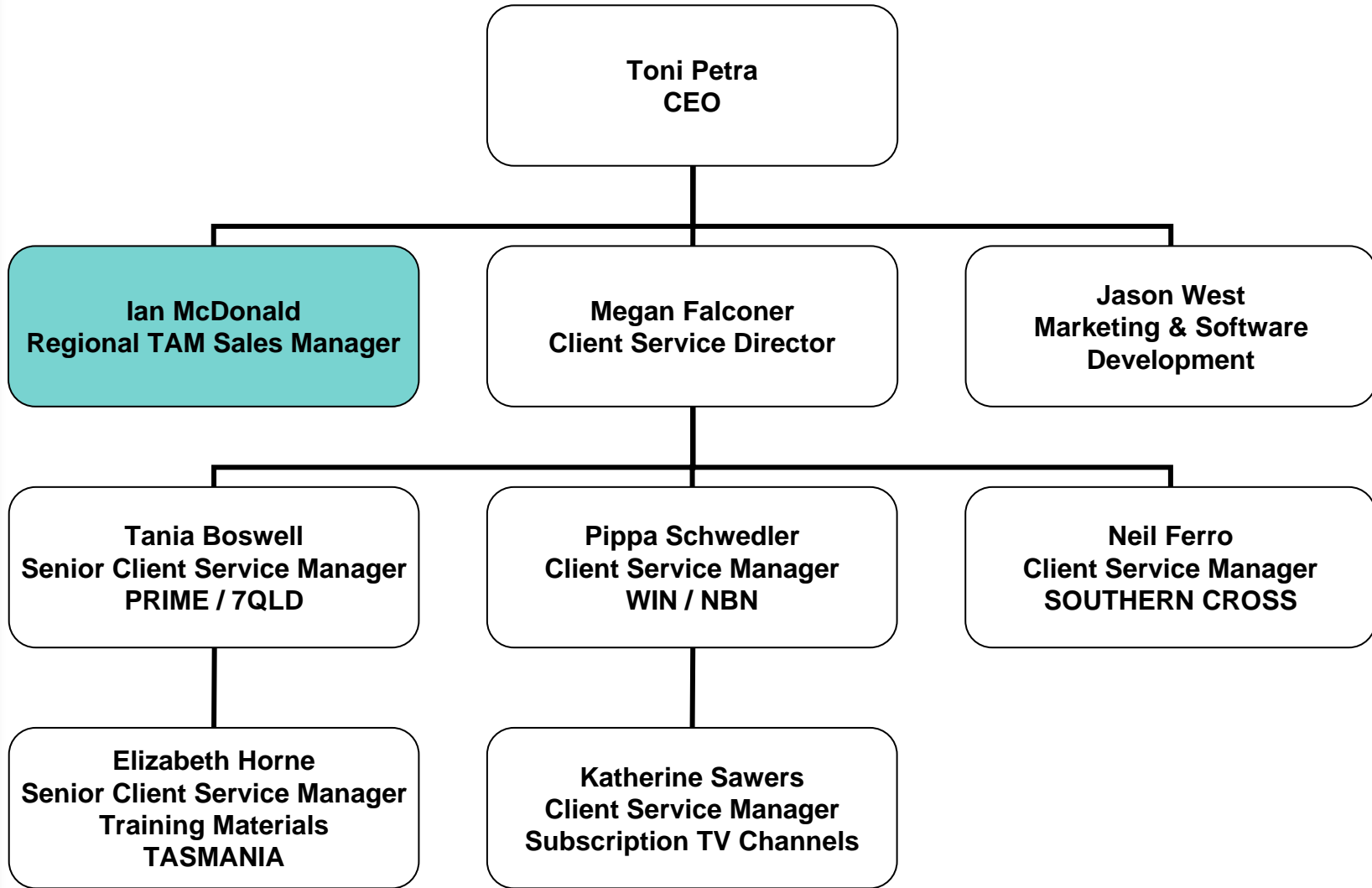
Using broadcast logs provided by the networks, a program database is built and fed into Pollux for integration with the viewing data.



7. Application Software

Each morning users download the complete database from AGB Nielsen's Media Research secure website. These users can then perform complex data analyses using application software such as “Arianna”.

REGIONAL CLIENT SERVICE CONTACTS



CONTACT DETAILS

- Regional TAM Helpdesk 1800 555 026
- Regional TAM Helpdesk helpdesk@au.agbnielsen.net
- Internet <http://www.regtam.com.au>
- Data Download <http://www.regtam.com.au/download>

- AGB Nielsen Media Research
 - Sydney 02 9490 6500
 - Melbourne 03 9699 7544
 - Brisbane 07 3852 6566
 - Adelaide 08 8331 2177
 - Perth 08 9355 1552
 - Hobart 03 6234 5671